

MLPA Nomination Request to the South Coast Regional Stakeholder Group

Mark Wisch

Huntington Beach, CA 92649

I have a substantial and very specific knowledge of the South Coast fishing region. I have published three detailed books specific to fishing the Southern California area and am currently beginning book four on offshore fishing. I write columns for newspapers and fishing magazines and have had my own fish report for 16 years on a weekly radio program. On a business level, I have been in the fishing tackle and marine industry for over thirty years and have accumulated many contacts. I have a degree in marketing from Cal Poly, Pomona, hold a current USCG Master's license, and have boated and fished Southern California and Baja waters since 1963. My schedule is flexible enough that I will be able to contribute the time necessary to be an active and well-informed participant in the stakeholders group.

I have been involved with United Anglers, The Gillnet Watch Program and the National Coalition for Marine Conservation. I have always worked to support the policies of these groups and I look forward to fully committing myself to the MLPA stakeholders group. Preserving the ocean's resources and environment is very important to me as well as to my customers, friends and family.

I own a fishing tackle retail store, an on-line store, write for Western Outdoor News and Western Outdoors Magazine and do a weekly fish report for Let's Talk Hook-Up Radio Show 1090 am. I am an active participant on Allcoast.com, Bloodydecks.com and Badcoteam.com. I do many seminars throughout the area and I participate in many boat and tackle trade shows. I will communicate with my customers, fishing tackle retailers, wholesalers and manufacturers, magazine readers, radio listeners and Internet users through personal contact, emails, articles and any other means of communication deemed necessary.